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Dealerscope Merchandising

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80th Anniversary Issue

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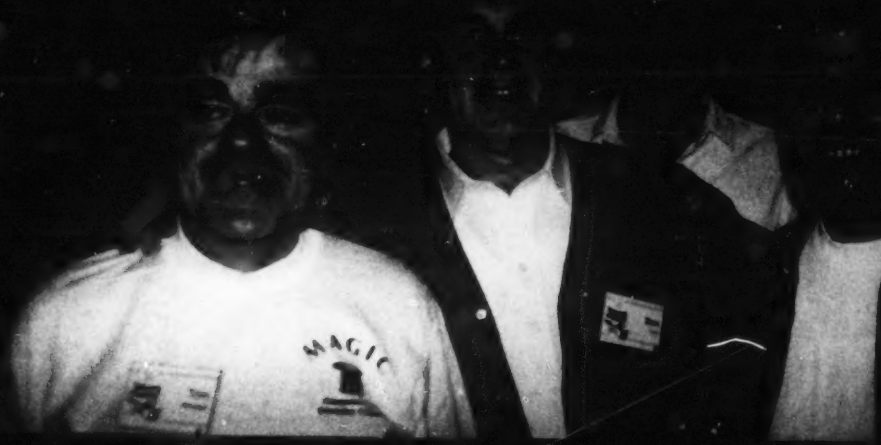

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BPA

Coming of Age

RECENTLY I returned from a visit to Korea that included a tour of Goldstar's VCR plant, interviews with top international marketing executives and a few enjoyable days at the 24th Olympiad. Since my return I've told anyone willing to listen to ignore the whining about student and labor unrest, that it was clear Korea has come of age as an industrial power.

There is also, I reported, a distinctive Korean culture that has resisted both the pervasive influence of nearby China, and, to a surprising degree, the business tidal wave from nearby Japan. One does not see many Japanese-produced cars on the streets of Seoul, and the famous billboards touting Japanese electronics are conspicuously absent—a reminder that between 1910 and 1945 Japan annexed the country and the Koreans have neither forgotten nor forgiven.

But the most impressive aspect of my visit was not the modern industrial plants, nor the gleaming skyscrapers of Seoul. Rather, it was the foresight of Korean businessmen who realize that standing in the way of their continued success is the fact that Korea's products soon will become more expensive, due to increasing labor costs and an appreciating currency.

Consequently, manufacturers there will have to move up the ladder to mid-range and upscale product. Yet Korea does not have the technological capability of matching the best of Japan, Europe or the United States. Specifically in consumer electronics, the technology embodied in Korean products still does not give this seasoned product evaluation editor goose bumps. To their credit, however, Korea's industry leaders recognize there is much R&D to be done.

Conclusions? Don't underestimate the Koreans' tough internal drive and their strong "we can do it ourselves" attitude.

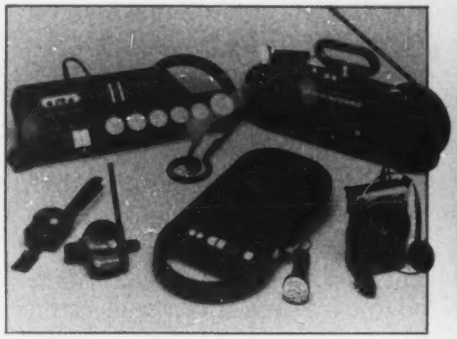
Eighty and Counting

Little clues in this issue tell you that DEALERSCOPE MERCHANDISING is a magazine with a rich, long past. There is, for example, a special cover and articles within on the history of consumer electronics and major appliances.

But rather than dwell on where we've been, it seems to me more important to focus on where we are and are likely to be in the future. In this respect, then, more than a retrospective of the past 80 years of DM we intend this issue—and those that follow—to fulfill our promise to deliver all the information you need to run your business more profitably. Stay with us—the best is yet to come.

November 1988
Volume 30, No. 11

Dealerscope Merchandising



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Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

Toshiba names **Sal Morabito** sales manager, special markets for consumer products business sector; **Karen Tullo** appointed senior marketing services coordinator for retail products group of the telecommunication systems division.

Morabito

Miller

Michael W. Miller appointed field sales manager for audio/video, BASF Corp. Information Systems.

Sony Magnetic Products Co. names **Michael Costanza** national accounts manager; **Steve Johnson** appointed to promotions manager; **Robert Elman, Joseph Fusco,** and **John Ward** appointed zone managers.

B.A. Pargh Co. Inc. appoints **Bonnee Klein-Gilligan** to director of advertising; **Mike Harbin** to senior buyer; and **Melisa Warner** to buyer.

Shintom West Corp. of America promoted **Richard G. Thompson** to senior VP, sales and marketing.

Thompson

Davies

Sharp names **Keith Davies** national sales manager-East, consumer video division.

Bush Industries promotes **David Messinger** to senior VP, product/process development; **Robert Ayres** named corporate executive VP; **Lewis Aronson** appointed VP, human resources.

Morton H. Broffman appointed VP and assistant to the president, Chas. Levy Co.; **James E. Bunning** named VP, management information systems.

Axon Video Co. names **Lee Krugman** senior VP, marketing.

Martin Weinstein joins Turner Home Entertainment as director of sales and marketing.

Sansui Electronics Corp. promotes **Fred Maxik** to manager, special markets.

Marantz Co. promotes **Dave Martinez** to customer service manager and **Bud Myers** to national merchandising manager.

Academy Entertainment promotes **Carol Fagan** to marketing manager.

Michael R. Lightbourne joins Rentrak Inc. as director of sales and marketing.

Cheryl Gersch promoted to executive VP, New Star Video.

Gersch

Onami

Setsujiro Onami named president and CEO, Pioneer Electronics (USA) Inc.

Samsung Electronics America appoints **Kevin Proctor** general manager, product development and **Richard Leister** marketing communications manager.

Carole Orgel joins Turner Entertainment Co. as director of licensing.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
August 1988 vs. August 1987
(In Units)

	August 1988	August 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,555,563	1,587,690	- 2.0	11,769,104	11,599,845	+ 1.5
Monochrome	180,755	270,623	-33.2	1,564,143	1,932,038	-19.0
TOTAL TV*	**1,736,318**	**1,858,313**	**- 6.6**	**13,333,247**	**13,531,883**	**- 1.5**
Projection TV	19,077	27,555	-30.8	153,690	159,407	- 3.6
Home VCR	856,322	1,019,411	-16.0	6,831,468	7,626,346	-10.4
Camcorders**	150,975	96,442	+56.5	1,083,453	796,065	+36.1

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Bruce H. Cowgill appointed to group VP and general manager, WCI dishwasher division.

Whirlpool Appliance Group names **Jeff Fettig** director, product management. Whirlpool Corp. elected **Albert E. Suter** company president and COO.

Sharp Electronics, appliance division, promotes **Karen Forte** to senior product training specialist, **Aileen Light** to product specialist, and **Joy Weis Daniel** to manager, product evaluation and information.

Raytheon Co. makes the following promotions at its Amana Refrigeration Inc. subsidiary: **Henry J. Meyer** to chairman and CEO, **Charles M. Peters** to president and COO, and **John A. Kammerer II** to executive VP.

James Jurinak joins Thermador/Waste King as VP, operations.

Cowgill

Jurinak

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
August, 1988

	August			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	4,190.9	4,092.1	+ 2.4	32,804.8	33,563.1	- 2.3
COOKING — TOTAL	1,233.8	1,405.7	-12.2	9,714.7	11,038.9	-12.0
Electric Ranges — Total	287.1	289.7	- 0.9	2,028.6	2,210.2	- 8.2
Free Standing	234.1	232.5	+ 0.7	1,633.7	1,778.6	- 8.1
Built-In	53.0	57.2	- 7.3	394.9	431.5	- 8.5
Gas Ranges — Total	193.3	164.5	+17.5	1,357.0	1,346.4	+ 0.8
Free Standing	182.2	156.0	+16.8	1,274.5	1,269.8	+ 0.4
Built-In	11.2	8.5	+31.8	82.4	76.7	+ 7.4
Microwave Ovens/Ranges***	769.5	969.3	-20.6	6,448.7	7,599.4	-15.1
HOME LAUNDRY — TOTAL	1,017.9	901.1	+13.0	7,107.1	7,004.8	+ 1.5
Automatic Washers	588.7	519.7	+13.3	4,119.2	3,982.3	+ 3.4
Dryers — Total	429.2	381.4	+12.5	2,987.0	3,022.5	- 1.1
Electric	329.8	294.4	+12.0	2,316.3	2,351.7	- 1.5
Gas	99.4	87.0	+14.3	671.6	670.8	+ 0.1
KITCHEN CLEAN UP — TOTAL	736.9	709.3	+ 3.9	5,475.3	5,751.5	- 4.8
Disposers	363.6	357.8	+ 1.6	2,752.6	2,939.1	- 6.3
Dishwashers — Total	349.3	335.4	+ 4.1	2,563.7	2,667.8	- 3.9
Built-In	328.2	314.2	+ 4.8	2,402.7	2,507.8	- 4.2
Portable	20.1	21.3	- 5.6	161.0	160.1	+ 0.6
Compactors	24.0	16.0	+50.0	159.1	144.6	+10.0
FOOD PRESERVATION — TOTAL	932.6	838.1	+11.3	5,814.0	5,718.0	+ 1.7
Refrigerators	781.1	700.5	+11.5	4,897.7	4,832.8	+ 1.3
Freezers — Total	151.6	137.6	+10.2	916.4	885.2	+ 3.5
Chest	79.8	73.1	+ 9.2	492.5	488.7	+ 0.8
Upright	71.8	64.5	+11.3	423.9	396.5	+ 6.9
HOME COMFORT — TOTAL	269.7	238.0	+13.3	4,693.6	4,049.9	+15.9
Room Air Conditioners	198.1	195.8	+ 1.2	4,055.8	3,385.0	+19.8
Dehumidifiers	71.6	42.2	+69.7	637.9	664.9	- 4.1

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).